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ABSTRACT

This magazine-style publication was developed to help children and young adolescents say "No" to alcohol. Profusely illustrated with color photographs and other graphics, the guide includes a preview of the Jets' new music video; a question-and-answer section about drinking and alcoholic beverages; a set of reasons for not drinking; and a section in which athletes, television personalities, and rock music stars talk about drinking. Also included are the "Just Say No!" board game, letters from children across the country telling what they like to do, and suggestions for ways to have fun. The next section discusses what a child should do when he/she needs help. A short story about a girl who refuses to drink is given. Another section discusses the use of advertising to sell products and gives two examples of advertisement for readers to decipher. A game page, a set of news shorts, and a list of reading materials and organizations concerned with alcohol abuse conclude the guide. (NB)

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BE SMART!

Don't Start!

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JUST SAY NO!

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BE SMART! DON'T START!...

That's the name of a new song sung by the rock group, The Jets.

But "Be Smart! Don't Start!" *what*? Drinking alcohol. The Jets think that's not smart.

By the time you're finished reading this magazine, you'll probably know a whole lot more about alcohol than you do now. In fact, it will tell you about what alcohol can do to you, and what you can do instead of drinking. There are tips from TV stars like Tony Danza, rock stars like The Jets, and athletes like Mary Lou Retton and Dave Winfield. You'll even learn some ways to say "No!" to other kids if they try to get you to drink. And there's fun stuff for you to do, too!

Ready to find out why kids all across the U.S. are saying alcohol for young people is bad news? Then just read on!

Prepared by Children's Television Workshop
under National Institute on Alcohol Abuse and Alcoholism Contract
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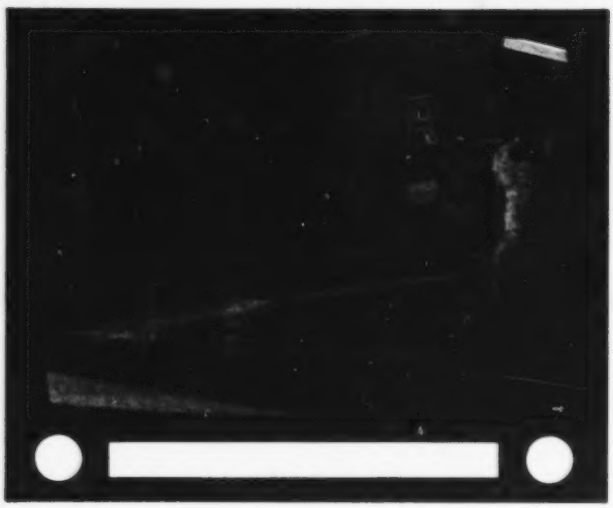
BE SMART! DON'T START!

Where can you see a skateboarder jumping over a stream of water (and not fall down!), a hot rock group live in concert, and a bunch of talking brain cells? They're all in a brand-new music video starring The Jets. It's called "BE SMART! DON'T START!"—and it was made especially for kids just like you.

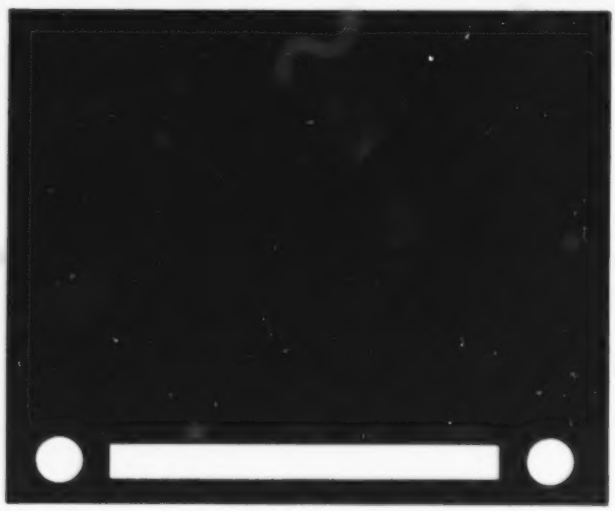
In case you haven't already seen the video, you can get a sneak peek at it on the next few pages. Chances are, the real live video will be shown on your local CBS-TV station. So "Be Smart," tune in and dance to the music! You'll be glad you did. (After all, where on TV—or anywhere else, for that matter—will you get a chance to see some brain cells come to life and start talking?)

1 "I'm late. I've got to meet Anne and the gang in front of the concert hall."

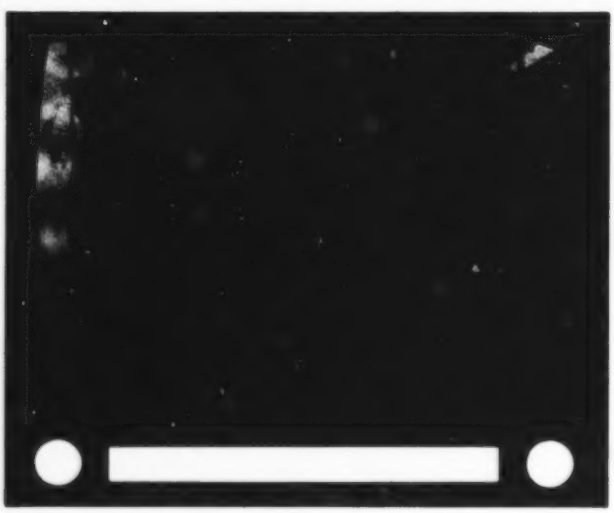
2 "Where's Tony? The concert's going to start in a few minutes."



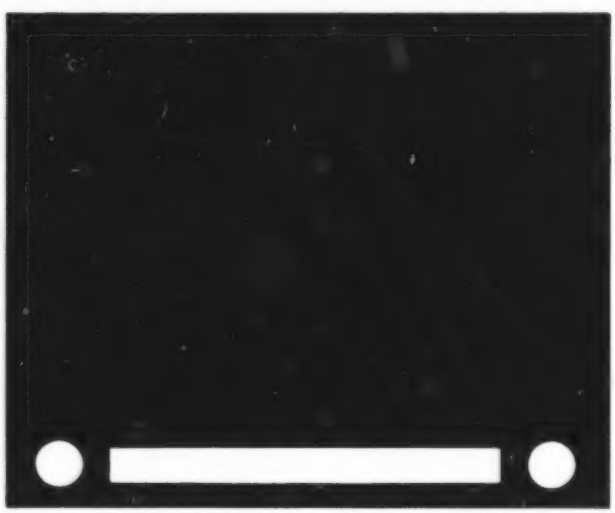
3 "Wow! I've been practicing that one for a long time!"



4 "I'll take a shortcut through the field."

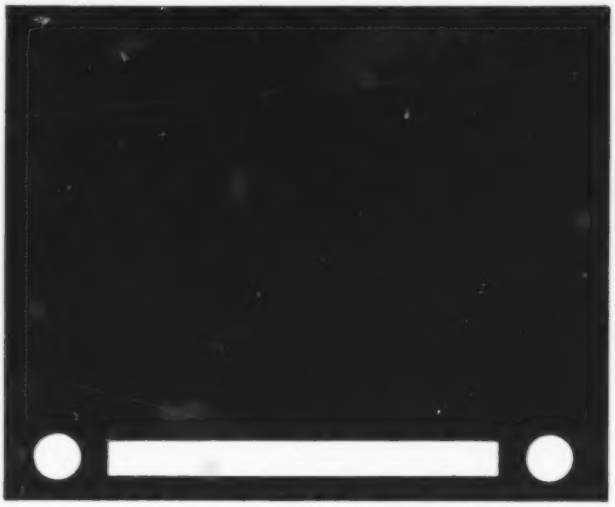


5 "There's Bill from my homeroom. What's he doing?"



6 "Want a drink?"

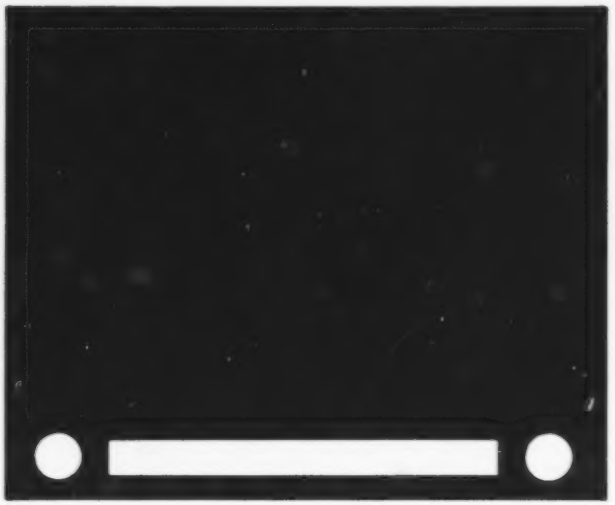
7 Tony's brain cells hear Bill's question. They go into overtime.



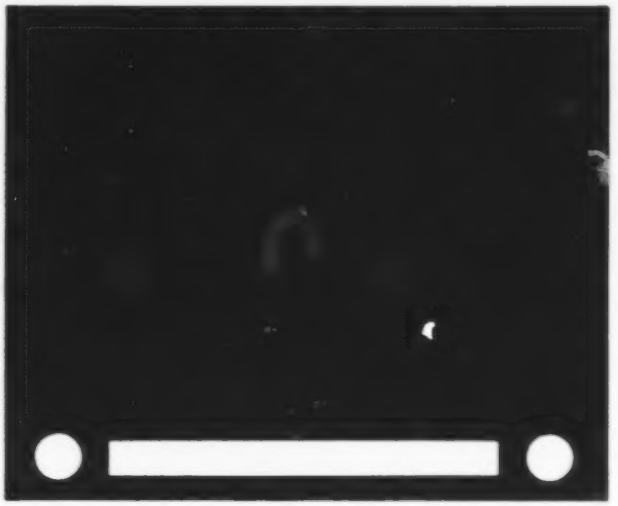
8 "Alert! Alert! Drink being offered!"

9 "NO! Don't do it! Decision about to occur. Stand by! Action stations!"

10 "He saved for weeks to buy that concert ticket. Now he'll be too out of it to hear the music."

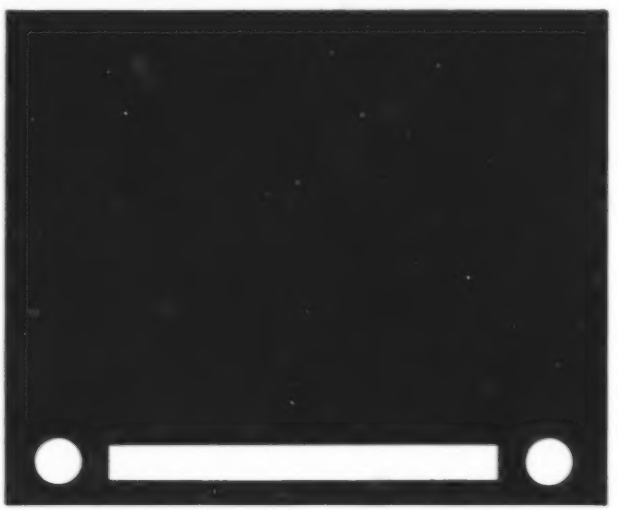


11 "His parents will kill him. And what about us? If he drinks, some of us will die."



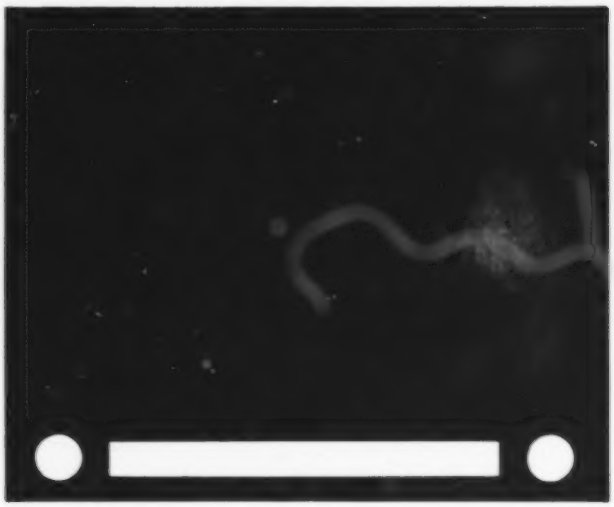
12 "Who's offering Tony that drink, anyway? Let's show Tony what will happen if he drinks."

13 Tony imagines what could happen if he had a drink. "You've been drinking. Come on gang, let's get out of here."



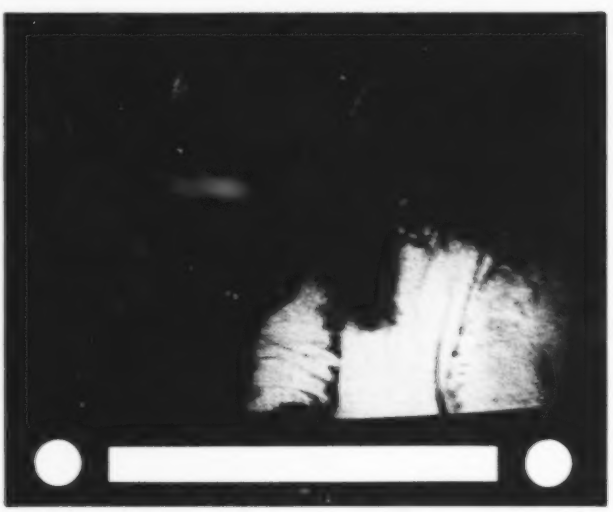
14 "I could be an accident waiting to happen."

15 Tony decides drinking isn't worth it. "No thanks! I've got better things to do."



16 "Hi, gang! Sorry I'm late. Let's go inside." The Jets are singing, "You gotta young body and a strong heart...

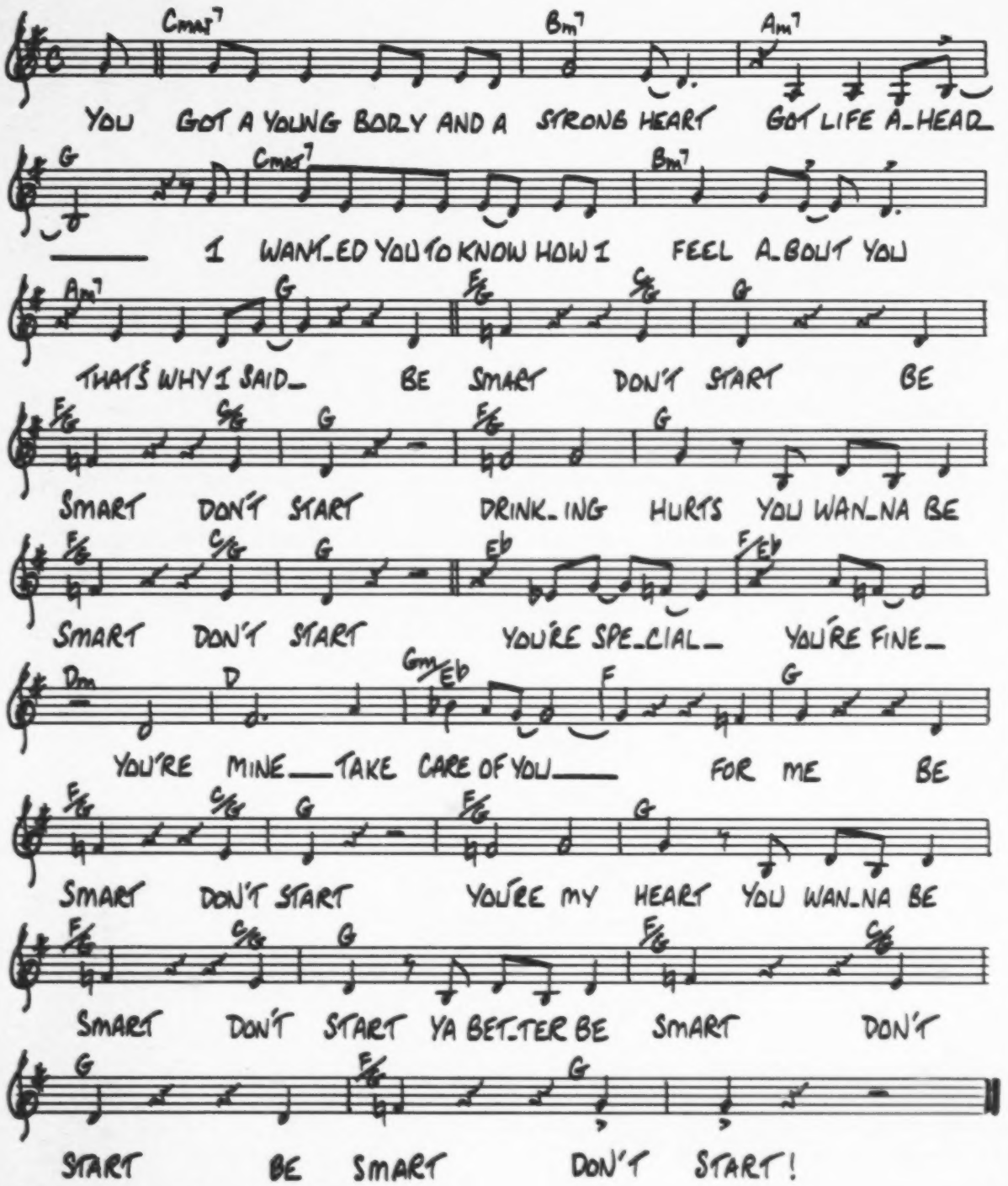
17 ...Got life ahead. I wanted you to know how I feel about you, that's why I said, 'Be smart! Don't start!"...



18 ...Drinking hurts, You wanna be smart, don't start."

M U S I C

MUSIC - JIM EBBSIYD LYRICS - TISH SOMMERS


Cmaj7 Bm7 Am7
YOU GOT A YOUNG BODY AND A STRONG HEART GOT LIFE A-HEAD-
G Cmaj7 Bm7
1 WANT-ED YOU TO KNOW HOW I FEEL A-BOUT YOU
Am7 G F/G C/G G
THAT'S WHY I SAID- BE SMART DON'T START BE
F/G C/G G F/G G
SMART DON'T START DRINK-ING HURTS YOU WAN-NA BE
F/G C/G G Eb F/Eb
SMART DON'T START YOU'RE SPE-CIAL- YOU'RE FINE-
Dm D Gm/Eb F G
YOU'RE MINE- TAKE CARE OF YOU- FOR ME BE
F/G C/G G F/G G
SMART DON'T START YOU'RE MY HEART YOU WAN-NA BE
F/G C/G G F/G C/G
SMART DON'T START YA BET-TER BE SMART DON'T
G F/G G
START BE SMART DON'T START!

© SESAME STREET MUSIC ASCAP (1986)

ALCOHOL

Q&A

Any questions about alcohol? We hope we can answer them here. If not, you'll probably find answers to some of your questions on other pages of this magazine.

By the way, these are some of the most commonly asked questions by kids. Are any of them yours?

Q Is a wine cooler like fruit juice?

A No. It may taste sweet and syrupy, but it sure packs a wallop. A bottle of wine cooler has the same amount of alcohol as a can of beer. It tastes like fruit juice because it is made up of similar ingredients: fruit juices and sugar. But unlike fruit juice or soda pop, it contains wine. So do yourself a favor and stick to fruit juice. It tastes just as sweet, but it's a lot better for you. Besides, it's legal!

Q Is beer safer than wine or liquor such as whiskey?

A No way! A bottle of beer, a glass of wine, a 1½ ounce "shot" of whiskey, and a 12-ounce bottle of wine cooler all have about the same amount of alcohol. So, if anyone tells you beer isn't as bad as "hard liquor" like whiskey or vodka or gin, they just don't know what they're talking about.

Q Why are kids starting to drink?

A Some kids believe that the only way to fit in with a group is to do what they *think* other kids are doing, like drinking. But, in fact, most kids your age don't drink. Most kids are into other stuff, such as sports, reading, dancing, skateboarding, bike riding, photography, writing stories, talking on the phone, studying hard, acting, drawing, whipping up incredible desserts, doing odd jobs around the house...Well, you get the picture!

Some kids think that drinking is a way of proving they're grown-up. But that's not true either. For one thing, lots of adults don't drink. For another, staying healthy, making discoveries, and learning new things is really proving you're mature—and smart! Smart kids don't drink.

Q Why do you call alcohol a drug?

A Because it affects your brain and body. Like many drugs, your body may need more and more alcohol to get the same "high" feeling. And if you drink more and more, your body begins to need alcohol. That means you get hooked on it. And that's not good.

Q Is alcohol safer than other drugs?

A Many adults have an occasional drink of alcohol, but young people's bodies are still growing and forming. Even small amounts of alcohol can harm the brain and liver, and can affect your judgment and how you move. In other words, you might fall off your skateboard. Or even worse!

Q If you do drink—or have any kind of problem that's bothering you—what can you do about it?

A Everyone needs help from time to time. After all, we're only human. And getting help when you need it can make you feel better. Some people think it's a sign of weakness to ask for help. In fact, it's a sign of courage! So where do you start?

Remember, people who admit to themselves they have a problem want to do something about it. They want to make the problem go away. That's good!

So, first, talk about whatever's on your mind. Find someone you feel comfortable talking to: a friend, a teacher, a parent or other relative, or your family doctor. Sometimes problems seem to work themselves out when you talk about them. And sometimes talking makes you realize your problems aren't as hopeless as you might think.

If you don't feel comfortable talking to someone you know, try the next best thing. Get in touch with one of the groups listed on page 32. They are there to help.

If you're drinking to help solve your problems, stop. And if you can't stop, ask for help. You'll be doing yourself a favor.

ALCOHOL:

Illustration: Jerry Zimmerman

Like the boy in the "Be Smart! Don't Start!" music video, you may have seen—or even known—some kids who drink beer or wine when their parents aren't around. It hasn't seemed to hurt them, at least not yet. Some of these kids may be smart in school, but when it comes to drinking, they're acting pretty dumb.

How come? If your brain cells could talk to you, they'd quickly tell you:

■ Alcohol stinks! Bad breath here I come!

■ Skateboard? Roller skate? Ride a bike? You'll fall flat on your face—and probably make a total fool of yourself!

■ Drinking hurts! It won't solve your problems. It probably will make things worse. And who needs more problems?

■ One minute you're happy. The next you're sad. What's going on here?

■ Your parents will be *very* upset if they ever found out you've taken a drink. You might get grounded.

■ Watch out heart! Watch out liver! Poison is on its way.

■ Who can concentrate? Who can learn? Booze bums the brain—out!

■ Alcohol could make you barf.

■ Drinking's expensive. Are you sure you want to throw your allowance or odd-job money down the drain?

■ Too much alcohol can make you fat. It has calories after all.

■ Uh-uh. Drinking is against the law.

So maybe the skateboarding boy was on to something when he refused that drink. As the song goes,

"You got a young body,
You got a strong heart,
Got life ahead,
That's why I said,
Be smart! Don't start!"

Star Talk

What do some of the hottest rock stars, TV stars, and athletes think about drinking? Take a read to find out!

THE JETS
Rock Stars

Quick! Can you name one of the hottest rock groups around? Here's a hint: They're all related—and all under 20 years old.

If you guessed The Jets, you're right. We caught up with the group at a recording studio in Minneapolis, Minnesota. Leroy, the oldest Jet, volunteered to talk to us between takes of their new song.

"We rehearse and perform a lot. It's hard work, so we have to be physically fit. Our minds have to be free from alcohol, tobacco, and other drugs for us to do our best. Booze is real bad for the brain, the singing, and the concentration it takes to be a performer," Leroy told us. "Besides," he adds, "we have to work together as a group. Alcohol won't help us to do that.

Photo: Susan Richman

"When I was in school, kids asked us to do some stuff that we didn't want to do—like drink or smoke dope. We knew it wasn't cool. We didn't want to fall into a trap. Even a 10-year-old can make a choice—to say yes or no to something. And drinking and drugs weren't right. We'd suffer later on."

The Jets are a very close family. "Like any family we do have fights," Leroy laughs. "But once a week we get together in a family meeting. If someone is mad at

someone else, we talk about it. It's great. It keeps us together.

"A kid's future is coming real soon. Be smart and start getting it together when you're young," Leroy added. For Leroy and the rest of The Jets, the song, "Be Smart ! Don't Start!" really means what the words say.

MARY LOU RETTON
Olympic Gymnast

Mary Lou Retton may be just 18, but she's already an Olympic Gold Medal winner. But drinking—that's out. "It's not cool," Mary Lou told us.

"If I drank when I was younger, I never would have won my medals. It's the worst thing you can do for your body," she said.

"When I was 14, some of my friends did start to drink. It's very upsetting to see what's happened to those people."

Mary Lou was always busy with gymnastics. When she wasn't practicing she went bowling with friends.

"Keeping busy makes you feel good about yourself. It gives you the strength to say 'no.' Saying 'no' to alcohol is very tough at first. It's something which you have to learn and practice," Mary Lou explained.

"And friends should accept it when you refuse to go along with what they want," she continued.

If Mary Lou is upset, she tries to talk to someone. "I have a very close family. Talking to them makes me feel so much better."

Mary Lou said kids should look for help if they have a problem. "The first step is admitting that something's wrong. It takes a lot of strength to do that. But it's the first step in licking any problem."

Photo: Courtesy of Pony Sports and Leisure, Inc.

TONY DANZA
Star of "Who's the Boss?"

"I can't imagine kids drinking," Tony says. "They're still growing and it could hurt their bodies. It's like poisoning a flower just before it blooms.

"By drinking, kids are hurting themselves physically. You can't be cool if you're drunk!"

→

We asked Tony if he thought kids should ask for help if they had a problem.

"Of course. The greatest mark of strength is when a person can say, 'I've got a problem and I need help.' The guys who tell themselves that they don't have a problem or can handle it themselves are the ones who really get into trouble."

We asked Tony if he worried about his 15-year-old son drinking. Tony told us, "I hope that if he thinks about trying it, he's smart enough to decide not to because of the dangers and how it can hurt his body."

But Tony believes that saying "no" to other kids is a child's biggest problem. "I tell my son, 'Don't do something because someone else tells you to do it. You don't need someone else trying to hurt you.'

"It's a tough thing to say 'no,'" Tony said. "But you can do it!"

Photo: Courtesy of Gary Bernstein

Photos: Courtesy of CBS-TV

ALLISON SMITH/ ARI MEYERS

Stars of "Kate & Allie"

Allison Smith and Ari Meyers aren't just friends on TV. The two 17-year-olds who play Jennie and Emma on "Kate & Allie," are close friends in real life, too. And both agree: You don't need alcohol to have fun.

"None of my friends drink," Ari told us. "You can have fun without it. If you depend on alcohol to have a good time, you're not really having fun anymore."

"The problem," Allison explained, "is that many kids think everyone is drinking. That's not true. If fact, most kids *don't* drink.

"If I had started to drink, I'm sure I wouldn't have achieved what I did."

But how do you say "no" to drinking? Allison gave us a good tip. "If you're embarrassed to say 'no,' develop a buddy sys-

"JUST SAY NO" GAME

Sometimes kids start drinking because they think that alcohol will make them feel better, smarter, funnier, or because their friends are doing it.

But smart kids know that drinking won't really help anyone become funnier or smarter. And hanging around with a bunch of kids who drink isn't cool.

So here's a game for those times when someone may ask you, "Want a drink?"

How to play the game:

You need: a pair of dice, a coin for each player, two to four players

1. Shake a die. Whoever gets the highest number goes first. At each turn, move your coin the number of spaces shown on the die.

2. When you land on an "I Can Do It!" space, shake both dice. You'll find a list of some things you can do to have fun. Read the idea that matches the number shown on the dice. If that idea has already been read, make up a new one.

3. When you land on a "Want a Drink?" space, shake both dice. Look at the list of ways to say "no." Read the answer that matches the number shown on the dice. If that answer has already been read, make up another.

4. The first person to get to FINISH wins.

SNAPPY ANSWERS TO THE QUESTION: "WANT A DRINK?"

2. No thanks, I'd rather walk my pet python.

3. No way, I'm in a skateboarding contest today.

4. Uh-uh, I need all my wits about me to write my new rap song.

5. With You??

6. No thanks, I'm saving my bad breath for pepperoni pizza.

7. You must be kidding! If I'm going to ruin my body, I'd rather do it with a hot fudge sundae.

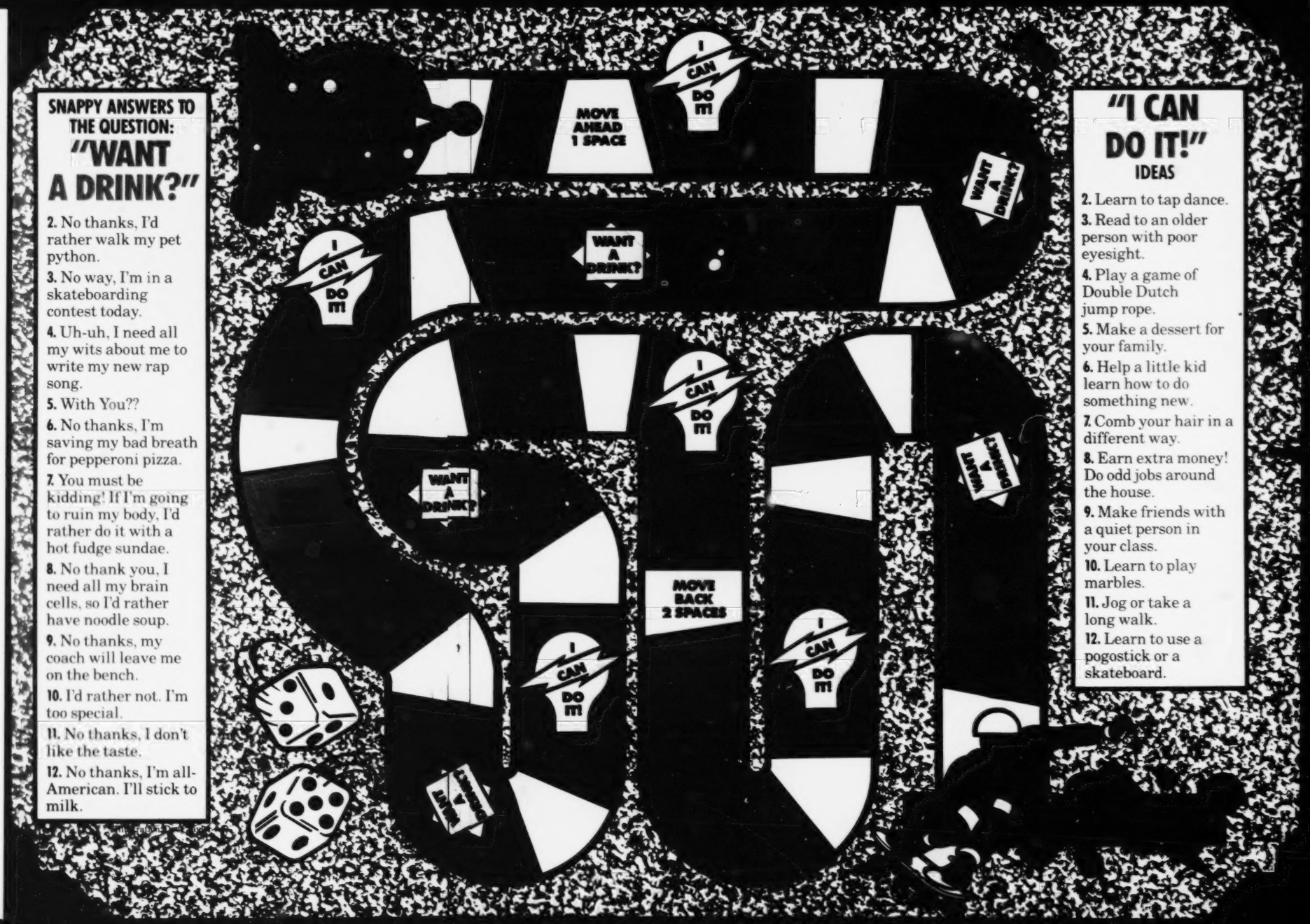
8. No thank you, I need all my brain cells, so I'd rather have noodle soup.

9. No thanks, my coach will leave me on the bench.

10. I'd rather not. I'm too special.

11. No thanks, I don't like the taste.

12. No thanks, I'm all-American. I'll stick to milk.



"I CAN DO IT!" IDEAS

2. Learn to tap dance.

3. Read to an older person with poor eyesight.

4. Play a game of Double Dutch jump rope.

5. Make a dessert for your family.

6. Help a little kid learn how to do something new.

7. Comb your hair in a different way.

8. Earn extra money! Do odd jobs around the house.

9. Make friends with a quiet person in your class.

10. Learn to play marbles.

11. Jog or take a long walk.

12. Learn to use a pogostick or a skateboard.

U.S.A.

W

Photo: BL Productions/Four by Five Inc.

18

Photo: S. Barrow/Four by Five Inc.

21

"I have fun going to the movies with my friends. Afterwards, we usually get pizza. We also go to baseball games together. I love playing volleyball and softball. I also like to babysit."

Leticia Ventura, 11
San Diego, California

"In my backyard, I like to [illegible] out of wood and [illegible]. I have a fun playing the [illegible] and doing gymnastics."

[illegible], 8
Los Angeles, California

How do you have fun? Write it in here.

"I play the drums."

Nicholas Reeves, 8
Corydon, Iowa

Photo: T. Rosenthal/Four by Five Inc.

Photo: BL Productions/Four by Five Inc.

THIS FUN'S FOR YOU!

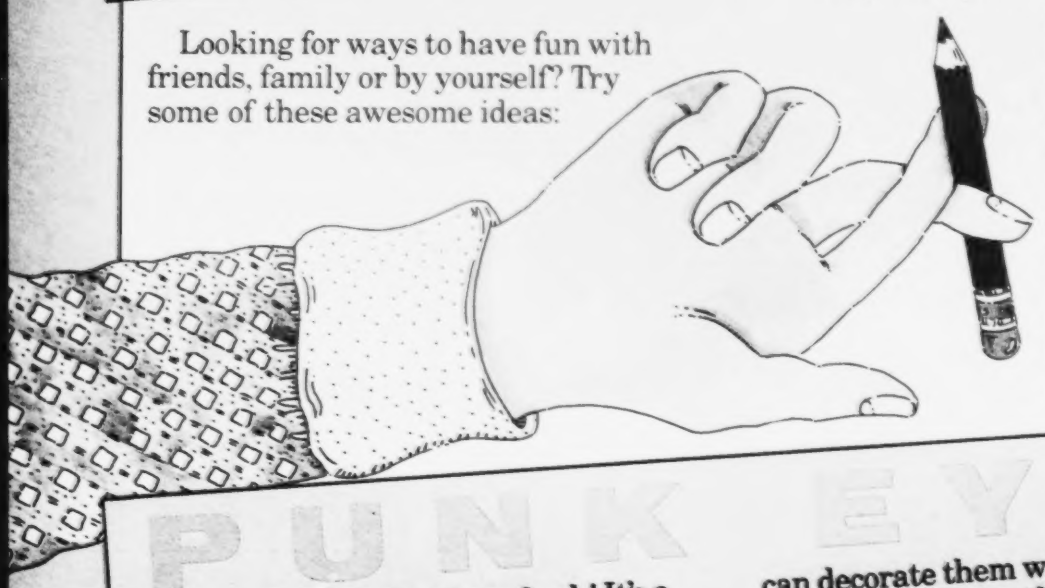
Looking for ways to have fun with friends, family or by yourself? Try some of these awesome ideas:

Fickle Fingers

When people have had too much to drink their brain sometimes plays tricks on their senses. Here's a neat trick to try to fool a friend's (or a parent's) senses—without alcohol, of course. But we guarantee it'll drive them buggy!

Tell a friend to close her eyes and cross her middle and index fingers. *(See drawing.)* Rub a pencil along the inside part of her fingers, where they're crossed. It should feel like there are two pencils instead of one.

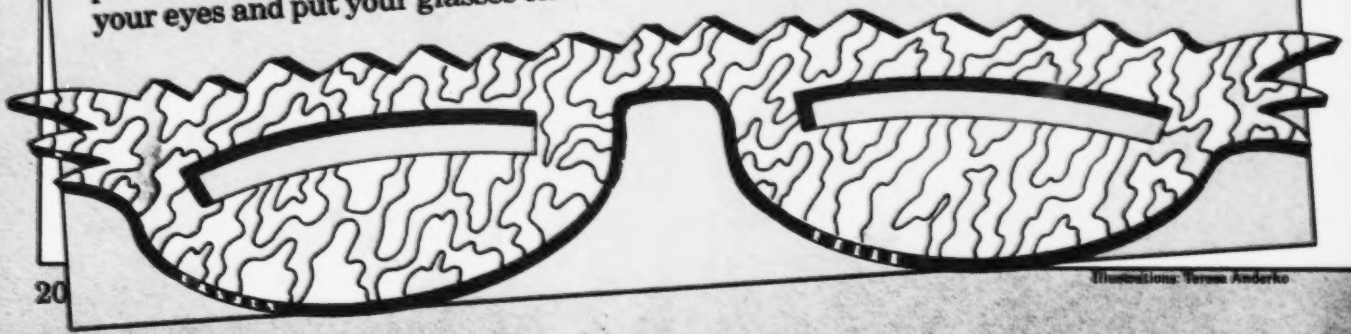
Why? The pencil is touching two parts of the fingers that aren't usually side by side. Since they don't usually feel one object together, the signals going to your friend's brain are confusing. Her brain wants to think there are two pencils when there's one!



PUNK EYES

It's now! It's hip! It's oh-so-fresh! It's a bright idea for a bright day! It's a pair of homemade sunglasses—that really work!

Here's all you have to do: Take a piece of cardboard. Cut narrow slits for your eyes and put your glasses on. You can decorate them with eyebrows out of wool or yarn, color them punk red, or pink, or green, and wear them with pride. You might even start a fad among your friends. Who knows? They might think you're Jim McMahon of the Chicago Bears or Madonna!



Illustrations: Teresa Anderko

YOU'RE SO VEIN

You've already read how the bloodstream carries alcohol through your veins to all parts of your body. Here's a way to see it—just by using a stalk of celery. You can tell your friends the celery is from another planet, or even better, it's a Night*stalker*!

WHAT YOU NEED

One big stalk of celery with leaves
Two glasses filled with water
Red and blue food coloring (You can get the coloring at any supermarket.)

WHAT YOU DO

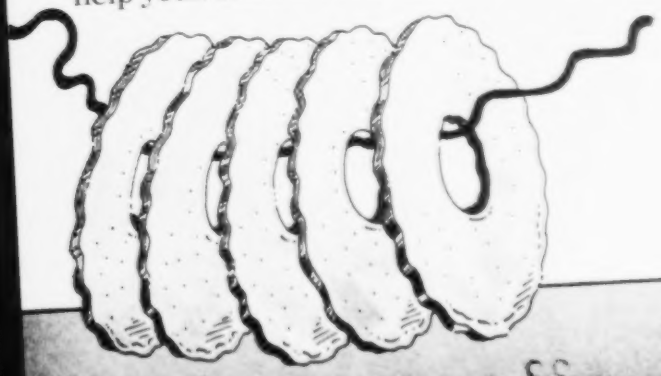
1. Cut off the bottom half-inch of the celery. Then split the celery halfway up the stalk.
2. Put one side of the stalk into one glass and the other side into the second glass.
3. Add blue food coloring to one of the glasses and red to the other. Set the whole thing in bright light.
4. Check your celery in two or three hours. You'll see the celery leaves have turned colors. If you cut an inch off the bottom, you'll see the coloring inside the celery, too.

WHY IT WORKS

All plants have veins which carry food and water, the same way people's veins carry blood (and alcohol). The food coloring lets you see the water that is being carried through the veins to the different parts of the celery.

Apple Snack

Get into cooking—and into good health—with this super snack made from apples. (You may want to have an adult help you.) Here's what to do:



What You Need

An apple, a small knife, a piece of string, and a towel

What You Do

Peel the apple and remove the core. Slice it into thin, doughnut-shaped pieces. Hang the pieces on a string in a warm, dry place. You might want to cover them with a towel. After three weeks, your treat will be ready.

When it's time to eat, remove the string and eat the fruit. Or wear your dried apples as a necklace, for food on the go.

Maybe it's a kite that won't fly. Maybe it's a jigsaw puzzle whose pieces just don't seem to fit. Or maybe it's long division, a report about life in Iceland, or catching pop flies.

But sooner or later, everybody needs help. And help isn't always easy to find. Let's say you're reading a book for a book report. You come across a word that you've never seen before—and neither has your big sister, your dad, or your mom. Who do you call?

If you live in Albuquerque, New Mexico, or Wichita, Kansas, Fairfax, Virginia, or lots of other cities from coast to coast—just Dial-A-Teacher.

Dial-A-Teacher is a homework hotline. It's a phone number you can call when you're stuck after school. Real life teachers are waiting at the other end of the phone lines to help you over the hump.

Some kids call for help. Some kids call after they finish their homework, to see if they did it correctly. Sometimes even parents call.

"Some parents try to help their children and they get in over their heads, so they call us," says John Ingram of Albuquerque's Dial-A-Teacher.

"In the beginning," he adds, "kids had an idea it was a dial-an-answer program. But we let people know that we're here to help them discover their own solutions."

GETTING COACHED

Of course, school work isn't the only thing people need help with, and teachers aren't the only ones who can help. Sometimes, it's good to chat with an adult you know and trust—like a sports coach.

Bob Hales coaches football, basketball, and baseball in Sanford, North Carolina.

"I always tell kids if they have a problem that they can't talk to their parents about—hey!—that's what a coach is for," says Mr. Hales.

By helping others, Mr. Hales says he helps himself, too. Years ago, he was a semi-professional baseball player. Because of an accident, he's been in a wheelchair for the last 19 years.

"I wasn't convinced I could help until I really got into coaching," he says. "It helps me stay in touch with kids and with a sports program I love.

"The won and lost column isn't everything," Mr. Hales tells his players. "You

lost tonight—so what? The sun is still going to come up tomorrow. There's going to be another game."

KIDS HELPING KIDS

For some kids, the best help comes from another kid. At Dale Ickes Junior High in Milwaukie, Oregon, kids help each other. Every year, about 30 students train to be "Student Specialists."

"They help anyone who needs help," says Nancy Hersey, who runs the Student Specialist program. "It might be someone who's having some trouble with math or it might mean making friends with someone new to school."

Each year, Ms. Hersey matches Student Specialists with classmates who need help. But the Specialists are so well-known and well-liked in the school that kids with problems seek them out for help.

ADVICE IS THE BEST MEDICINE

Lots of kids who need help—especially kids who are having alcohol or other drug problems—turn to their family doctor for advice.

"Growing up is difficult. And many kids, like many adults, are tempted to use alcohol as a solution for their problems. But alcohol is a *dangerous* solution," says Dr. Donald Ian Macdonald, head of the Alcohol, Drug Abuse and Mental Health Administration in Rockville, Maryland. "And doctors know that a child who is drinking is having serious problems—and is hurting inside. Alcohol is being used to ease that hurt. We can help kids get over their hurt—and stop using alcohol and other drugs."

And what if a parent is drinking too much? Kids can call up a group called Alateen. Alateen was formed so that children of alcoholics could get together to talk over their problems. It is part of Alanon, and has chapters and groups all across the United States. Your family doctor—or local phone information—can give you the number to call.

"Knowing that there are other kids who have a parent who drinks too much makes me feel better," says one 14-year-old girl who goes to Alateen meetings. "And knowing that other kids have similar problems to me, and that I'm not alone, makes things seem better somehow."

Alison SAYS NO!

Alison Kramer has to decide between pleasing herself or pleasing a friend.

Right 17. Left 38. Right 4. Alison Kramer's locker did not open. Alison dug into her purse and searched for that little piece of paper they gave her when school started. It had her locker combination on it.

"Here it is," she said. "I'm right."

She tried again. The locker stayed locked.

Alison couldn't believe it. It looked like her locker. It was her locker. It opened before math. And now, 45 minutes later, it didn't open. Alison kicked the door and tugged at the lock.

"What are you doing?" asked Carolyn Biemer, Alison's best friend.

"I can't get it open," Alison said, giving the locked door a hard kick. "Oh, why is this happening to me? Why, why, why?" Some days being in eighth grade, changing classes, and having your very own locker just wasn't worth it, Alison thought to herself.

"What's the matter? Can't get your locker open?" said a voice behind her. It was Danny Tyson.

Alison shook her head miserably. "It's stuck."

"What's the combination?" asked Danny.

"I can't tell you. This is my locker," replied Alison.

"What's the combination?" asked Danny.

"17...38...4," said Alison.

"17...38...4," said Danny. He turned the lock, pulled the latch, and the door opened. "There."

"Thanks," said Alison. "I'm so embarrassed."

Danny just smiled. Alison couldn't think of anything to say. Danny Tyson was one of the most popular guys at junior high.

"You're in my math class," said Danny after a while.

"I'm just wild about math," said Alison. She couldn't believe she said that.

"You're funny," replied Danny. "Would you like to go to Marcia Rodman's party with me on Friday night?"

"Will there be any lockers there?" asked

Alison.

Danny laughed. "I'll come over to your house to get you around eight, okay? We can walk to Marcia's from there."

"Okay," said Alison.

Danny turned and walked away.

"You're going to a party with Danny Tyson," said Carolyn. "I can't believe it. Do you realize who will be there? Valerie Harrington, Lisa Enners, Michele Peterson, Craig Gold, Steve Conrad....Everyone who's anyone."

"I know," said Alison. "Is it Friday yet?"

On Friday, Alison spent a lot of time in the bathroom getting ready. She used her mother's best soap. She washed her hair and conditioned it. She changed her outfit seven times. She wanted Danny to like her so much. She was very nervous.

At eight on the nose, Danny rang the bell. Alison's father opened the door.

"Bye, Mom!" yelled Alison.

"Bye, honey," called Alison's mother.

"Bye, Dad," said Alison, kissing her father on the cheek. "I'll be back by 11."

"You'll be back by 10," said her father.

"10:45," said Alison.

"10," said her father.

"10:30," said Alison.

"10:15," said her father.

"Thanks, Dad," said Alison. "See you later."

As they walked to the party, Alison and Danny talked about school and homework and which teachers they thought were cool. And they talked about football. Danny loved football. He was going to be in a game tomorrow. On the way, Alison didn't think she said one stupid thing. That was a record for her.

A tape of The Jets was blasting when Alison and Danny got to Marcia Rodman's house. All the lights were on. They walked inside.

Alison looked around. The living room was packed. Some kids were dancing. Some kids were eating. Some kids were watching television with the sound off. There were open pizza boxes and empty

Illustration: Tony Capparelli

beer bottles on the floor. Marcia was nowhere to be seen. And neither were any adults. Alison felt a little uneasy. She'd never been to a party like this before.

Alison and Danny looked at each other. "Wow," said Danny a bit nervously. "What's going on here?"

Just then Kenny Duncan came up to them. "Hey!" he said. "I'm so drunk. I just love parties where parents aren't home, don't you? You're not drinking. The stuff is in the kitchen."

Alison looked at him. She wondered where all the popular kids from school were. "Where's Valerie, Michele, Lisa, Steven, and Craig? I thought they were coming."

"Oh they were here, but when they saw the alcohol they left. But who cares? They're so boring we don't need them," Kenny sneered. "I'll catch up with you later. I think I have to throw up." Kenny lurched out the front door and disappeared.

Danny cleared his throat. He pointed to the kitchen. "Well, let's see what's going on."

Alison wanted to say, "Let's leave." But she couldn't. She thought Danny and the other kids at the party would laugh at her. "Okay," she said.

When they walked into the kitchen, they saw bottles and cans everywhere. There were beer, wine, wine coolers, and every kind of liquor you could think of.

Sandy Enners saw them enter. He poured two drinks and handed the glasses to Alison and Danny. "Here you go," he said.

"Did you know that Marcia's parents aren't home?" asked Alison.

"Yeah," said Sandy. "So we figured we'd have a little fun. Drink up."

"What is it? Root beer?" Danny asked.

"Taste it," replied Sandy.

Danny and Alison tasted their drinks. "If this is root beer, it's terrible," Alison said.

Danny made an awful face as he swallowed his drink. But he didn't say anything.

"It's rum and Coke," explained Sandy.

"I don't want this," said Alison.

"Relax. Have a good time," said Sandy. "What's the matter, are you afraid?"

"Oh come on, Alison," said Danny. "Don't be boring." Danny was watching Sandy closely. "Everybody drinks—I guess."

"No," said Alison.

Danny took her cup and put it down.

"What are you doing?" asked Alison.

"I'll walk you home," he explained. "I came here to have a good time, not to babysit."

When Alison got home, her parents were watching television. She felt awful and ugly and fat.

"It's a little after nine," said Alison's father looking at his watch. "Now that's what I call a reasonable hour."

Alison sat down on the couch.

"Am I boring?" asked Alison.

"Why do you think you're boring?" asked Alison's mother.

"Danny said I was boring because I don't drink," said Alison. "I don't like to drink. It tastes terrible. It's bad for you. You feel awful the next day and you throw up. I hate throwing up. Besides, the kids at the party were acting like real jerks."

"So what's the problem?" asked Alison's father.

"Danny will never ask me out again."

"Is that what kids do at parties? Drink?" Alison's mother asked.

"Uh-uh," replied Alison. "No one I know, anyway—until I went to this party."

"You should be proud of yourself for not doing what the other kids were doing," said Alison's father.

"But I won't be popular," moaned Alison.

"Do you want to be popular with the group that was at the party?" asked her father.

Alison thought about that for a minute. The kids at the party were jerks—she had just said that. But even so, Alison wasn't happy. She felt that she had acted like a baby.

"Anyway, Alison, you're popular around here," replied her mother.

"Oh, Mom, I don't want to be just popular with you."

Alison went upstairs. She stared at herself in her bedroom mirror. Tears filled her eyes. She'd never be popular. Danny would never ask her out again. She definitely wasn't cool, she decided.

The next day passed slowly. Saturday morning turned into Saturday evening. Alison couldn't stop thinking about the party and Danny and how boring he said she was.

Alison just decided to spend the rest of her life in bed when the phone rang.

"Hello?" she said.

"Hello," said the phone. "Can I speak to Alison?"

"This is Alison," said Alison.

"This is Danny," said Danny.

"Danny!" said Alison. "Why are you calling me?"

"I woke up this morning with a terrible headache," said Danny. "I couldn't play in the football game today. I felt so sick from last night.

"I barfed on the Rodman's carpet. It was a mess—and so was I," he moaned.

"So why are you calling me?" asked Alison.

"I wanted to say I'm sorry for saying you were boring and a baby last night. You're right about drinking. It tastes awful and it made me miss my game today. I'll never drink again.

"If I keep my promise, would you go out with me again?"

"To another party, Danny?" asked Alison.

"No," said Danny. "I thought we could do what the other guys do—go to a movie, get a burger or pizza, and something to drink."

"Something to drink!" Alison exclaimed.

"Ahhh, Alison, we're talking milkshakes here," replied Danny.

"Well, milkshakes are my weak spot," laughed Alison. "It's a date."

Illustration: Tony Capparelli

IT DOESN'T 'AD' UP

You see or hear hundreds of ads *every day.* You're probably most familiar with TV or radio ads. But you also see ads in magazines, on billboards, in stores, on bumper stickers, and in lots of other places.

The purpose of an ad is—surprise, surprise!—to get you to buy something. Some ads try to get you to buy a product by giving you information about it. (For instance: "There is 20 percent real fruit juice in this soft drink." Or, "There's a handful of peanuts in this crunchy chocolate bar.")

But there are other kinds of ads that don't really tell you anything useful about the product. These ads try to get you to buy an item by appealing to your emotions and feelings rather than to your good sense. They don't give you a lot of information about the product.

You can figure out the "message" that ads are sending if you learn to read between the lines. Here are two ways that advertisers try to persuade you to buy their products. Do you recognize these types of ads? Do they remind you of ones in "real life"?

1. BANDWAGON AD

This ad tells you: Join the crowd. Everyone is buying the product, so it must be good. Besides, you'll be popular if you do.

2. TESTIMONIAL AD

A famous person tells you that he or she uses the product. Advertisers want you to think that since the person is famous, the product must be good. After all, famous people must know more than ordinary folks—or they wouldn't be famous!

On the next page, are two ads. Can you figure out which kind of ad each is? Are these ads really giving you any useful information about the product? Who—and what—is each ad appealing to? Why not show these ads to your parents? See if they can "read between the lines."

AD CUT UP

There are lots of examples of bandwagon and testimonial advertising. Flip through any magazine and cut out an example of each. What is each ad trying to say? Who is it supposed to appeal to?

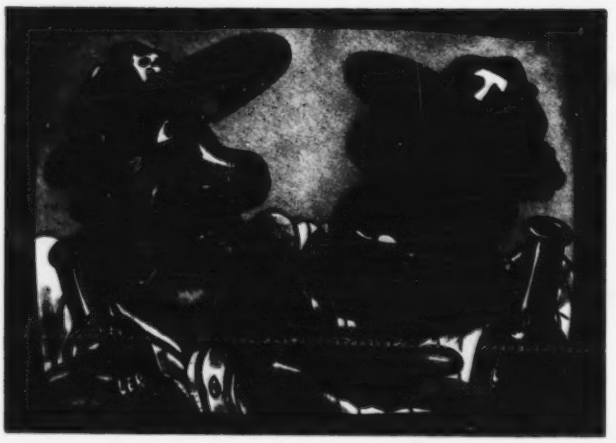
AD 1/TV AD: FRAME 1

Announcer: Meet ex-ballplayers Slugger Ricehead and Popfly Bunster.

Slugger: I drink Whiners Wine Cooler because it tastes great.

Popfly: I drink it because it's red. And red is my favorite color.

FRAME 2



Both: We drink it because we have nothing better to do!

AD 2/NEWSPAPER AD:

Illustrations: Bill Basso

GAMES

BRAINY WORD HUNT

Some of the words in List A name parts of the body that alcohol affects. Other words describe how alcohol can make you feel or act.

The words in List B are things you can do instead of drinking.

You'll find all the words in Lists A and B in the word hunt above. They can go up, down, backwards, forwards, or diagonally. Circle them. The leftover letters will spell out a riddle question—and answer!

Question:

_ _ _ \

NEWS SHORTS

KIDS SAY "NO!"

All across the U.S., boys and girls are joining together and shouting "No!" to drugs and alcohol. And while they're staying alcohol- and drug-free, they're having fun.

Just Say No! Clubs are being formed by parents, teachers, coaches, the Scouts, Girls Clubs, Boys Clubs, and the 4-H. Of course the adults can't do it alone. They need captains—kids who can get other kids to join up and have a good time.

Kids who join go to dances, go bowling, get together and rap, and enjoy picnics, block parties, and sports events. As First Lady, Nancy Reagan says, "These are the kids who just say 'No'!"

And watch for the big Just Say No! Walk against drugs and alcohol. Millions of young people are expected to be part of the walk on May 15, 1987.

For more information, write to:

Just Say No! Clubs of America
1777 N. California Blvd.
Room 200
Walnut Creek, CA 94596

KNOW—IT'S NOT ENOUGH

Do Americans know how to stay healthy? Do they pay attention to what they know? The U.S. Public Health Service decided to find out. They took a survey and came up with a few surprises.

- One-third of American adults play it safe and don't drink alcohol at all. About one-third have a drink from time to time.
- Ninety percent of American adults know that cigarette smoking can cause lung cancer and heart disease. But knowing it isn't enough—almost one-third smoke anyway.
- More than 80 percent know that sugary between-meal sweets can hurt your teeth. But more than 70 percent still snack between meals.
- Despite the dangers of driving after drinking, 12 percent of the adults in the U.S. said they drove their cars at least once in the past year knowing full well that they'd had too much to drink.

TINY VICTIMS

Kids can avoid the dangers of alcohol. They can just choose not to drink. So can adults. But scientists say alcohol has victims who can't choose at all—babies.

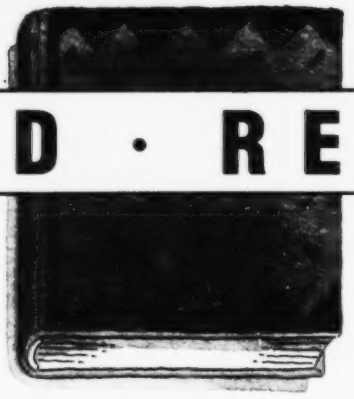
When pregnant women drink a lot, their babies may be born with physical and mental problems. That's because the alcohol a mother drinks will go through the bloodstream straight to the fetus growing inside her. It can't handle the poison of alcohol.

But like all the dangers of alcohol, this one can be avoided—if pregnant women just don't drink.

WRITE ON!

The news on this page is all about how adults and kids are staying away from alcohol and turning to healthier things. Why not write a short news article for your school or class newspaper telling the news about you and your friends who are into healthy activities.

GOOD · READS



Here's a list of books and pamphlets that you might want to get a hold of. They'll give you more information about drugs and alcohol. Some may even be in your library. So check them out!

Alcohol: What It Is, What It Does
by Judith S. Sexias
Greenwillow Books
105 Madison Avenue
New York, NY 10016
$5.95

Say No!
National Clearinghouse for Drug Abuse Information
P.O. Box 416
Kensington, MD 20795
(free)

It's O.K. to Say NO!
Publishers & Waldman Publishing Corp.
200 Fifth Avenue
New York, NY 10010
$1.95

Just Say No
National Institute on Drug Abuse Clearinghouse
Parklawn Building, Room 10A-43
5600 Fishers Lane
Rockville, MD 20857
(free)

Kids and Drinking
by Anne Snyder
CompCare Publications
Box 27777
Minneapolis, MN 55427
$4.95

An Elephant in the Living Room
by Marion H. Hyppo and Jill M. Hastings
Compcare Publications
Box 27777
Minneapolis, MN 55427
$6.00

Changes. Becoming the Best You Can Be
Hank Resnik, editor
The Quest National Center
6655 Sharon Woods Blvd.
Columbus, OH 43229
$7.35

GROUPS TO CONTACT FOR MORE INFORMATION

Alcoholics Anonymous (A.A.)
P.O. Box 459
Grand Central Station
New York, NY 10163

Al-Anon Family Groups
P.O. Box 862
Midtown Station
New York, NY 10018

Chemical People Project
WQED
4802 Fifth Avenue
Pittsburgh, PA 15213

Just Say No Clubs of America
1777 N. California Blvd
Room 200
Walnut Creek, CA 94596

The National Clearinghouse for Alcohol Information (NCALI)
P.O. Box 2345 Dept. BS/DS
Rockville, MD 20852
(Most of NCALI's materials are free.)

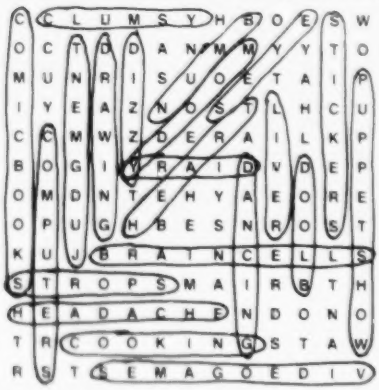
National Clearinghouse for Drug Abuse Information
P.O. Box 416
Kensington, MD 20795

National Federation of Drug-Free Youth
8730 Georgia Avenue
Suite 200
Silver Spring, MD 20910

National Council on Alcoholism, Inc.
12 West 21st Street
New York, NY 10010

Illustration: Mary Lynn [illegible]utta

Answers to Word Hunt and Maze (page 30):

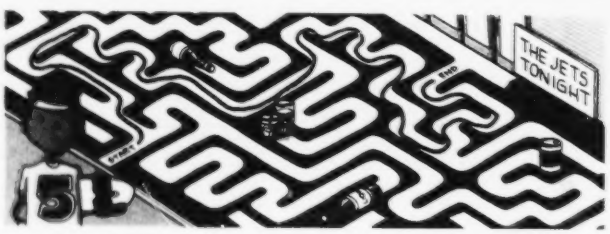


Question:

HOW CAN YOU STAY HEALTHY?

Answer:

BE SMART: DON'T START:



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
Alcohol, Drug Abuse, and Mental Health Administration
Office for Substance Abuse Prevention

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